



Rishi Tea & Botanicals
185 South 33rd Court
Milwaukee, WI 53208

phone: 414.747.4001
toll-free: 1.866.747.4483
fax: 414.747.4008

www.rishi-tea.com

POSITION DESCRIPTION

Job Title: Territory Sales Executive - NYCMetro

Department: Sales

Reports To: Market Manager NYCMetro – Stephen Thomas

Status: Exempt

Travel: Up to 80% within market

Summary

The Territory Sales Executive (TSE) is responsible for contributing to sales growth of New York City market through new customer acquisition, customer retention and realizing growth opportunities within the current customer base and by prospecting both inbound and outbound leads. The TSE will be in daily contact with both current and prospective customers. Core responsibilities include working with all teams within Rishi to successfully coordinate business needs, presenting new products to current accounts and closing new accounts. Additionally, this position will solicit new business opportunities in designated in the NYCMetro market by visiting accounts in person and/or managing the market by working with our distribution partners and direct customers. Finally, the TSE will support all market sales needs as outlined by the Market Manager (MM) and will work closely with the MM to produce reports outlining the new business opportunities and reviewing sales targets and goals for the upcoming period(s).

Essential Duties and Responsibilities

The essential duties and responsibilities include the following. Other duties may be assigned

- Prospect, close and develop relationships with new direct customers. Pursue multiple market channels including: office, workplace, campus/venue, coffee, and foodservice. Focus on opportunities with high brand profile and high-volume potential. Support sales growth with new customers by executing a creative mix of marketing, training and educational events.
- Help support existing customers, both direct and those through distribution, with a creative mix of special events and training activities. These events could take the form of a latte art throwdown, a tea cupping, Rishi takeover, booth or presence at street festivals or community





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events or farmers markets, etc. Assist in coordinating and staffing these events with support from both Rishi's marketing team at HQ and Market Manager in the NYCMetro market.

- Devote regular time to observing the market to capture intelligence, analyze competitive positioning and ensure the Company's sales and marketing tactics are effective. Expected to be actively immersed in the NYCMetro market.
- Be familiar with Company's full portfolio of products. Pursue continual tea and botanical education in order to speak intelligently about the full portfolio when interacting with direct customers and distribution partners.
- Quarterly travel to HQ in Milwaukee, WI to discuss progress to Rishi company and sales goals and collaborate with cross functional teams to advance steady market growth.
- Support our Distribution partners with lead generation, joint sales calls, training, education, and for day to day support for both the needs of our distributors' sales team as well as our distributors' customers.
- As we build Sparkling Botanicals in market, understand inventory positions of Sparkling Botanicals with both customers and distributors to ensure adequate Days of Supply and optimal product freshness. Submit an accurate weekly flavor forecast to help inform product production schedules.
- Responsible for being aware of and following all food safety protocols as required by Rishi Tea's food safety management system, as they relate to this position
- And other duties and responsibilities as may be assigned

Goals of Position

- Develop new direct sales in the NYCMetro market, with a key focus on the Coffee, Foodservice, Office/Campus, and health and wellness channels.
- Drive incremental sales growth with existing Rishi customers by adding, matcha, loose leaf, iced tea, sachets, concentrates and/or new products to their menu
- Build awareness of Company's product portfolio and brand in NYCMetro market, through day to day interactions, sales calls, and consumer focused events
- Successfully implement "matcha as the espresso of tea" service concepts into coffee and





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foodservice channels

- Support our distributor's efforts with active engagement and steady lead generation
- Utilize company CRM/ERP for all aspects of account management: lead generation and contact, accounts set up (following appropriate procedures as developed by A/R) to complete order cycle
- Provide clear expectations and information regarding out-of-stocks, new product arrivals, order fulfillment times, shipping and all other trouble-shooting required for account management;
- Work across departments to ensure customers' needs are met in all areas including A/R, new product development (R&D, compliance, purchasing), blending, production, fulfillment, shipping and creative
- Daily contact with leads and accounts through email and telephone
- In-market sales calls and customer visits including coordinating tea classes, demonstrations and presentations as approved by the MM
- In-person visits to market as assigned by Market Manager.
- Responsible for being aware of and following all food safety protocols as required by Rishi Tea's food safety management system, as they relate to this position.

Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are:





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Education and/or Experience

Required:

- Five-plus years of experience in food and beverage, foodservice or hospitality sales
- Two plus years of demonstrated leadership experience
- Demonstrated passion for selling and growing business in an entrepreneurial environment

Preferred:

- Bachelors Degree or equivalent in a related field
- Four plus years of demonstrated leadership experience
- Experience with coffee, specialty food, wine or tea

